

Persuasion Psychological Insights And Perspectives

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Persuasion Psychological Insights And Perspectives

Persuasion: Psychological Insights and Perspectives, Second Edition highlights important and influential views on persuasion and guides students through the important contemporary centers of basic and applied persuasion research.

Persuasion: Psychological Insights and Perspectives 2nd ...

Persuasion is a powerful force - it can be used to reconfigure millions of minds and hearts. The key targets of persuasion are our attitudes and opinions. Whether it is an attitude toward a political candidate, a social policy, an organization, a person, or a consumer product, the power of persuasion can remake us into persons who are irrevocably changed.

Persuasion | SAGE Publications Inc

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"Persuasion: Psychological Insights and Perspectives, Second Edition brings together leading persuasion researchers who write engagingly and authoritatively on the basics of persuasion theories. This edited textbook highlights important and influential views and guides students through the important contemporary centers of basic and applied persuasion research.

Persuasion : psychological insights and perspectives (Book ...

TY - BOOK. T1 - Persuasion : psychological insights and perspectives. AU - Brock, Timothy C. AU - Shavitt, Sharon. PY - 1994. Y1 - 1994. UR - http://www.worldcat.org ...

Persuasion : psychological insights and perspectives ...

While some of the psychological aspects were suitable for my course objectives - it is a communication course, not a psychology course, so a lot of it focused too much on the psych for my purposes. However, incredibly well written and insightful!

Persuasion Psychological Insights and Perspectives

Persuasion: Psychological Insights and Perspectives. This text is designed to make the psychology of persuasion accessible to the non-specialist or non-scientist. It includes an introduction to the subject followed by an examination of issues of definition and measurement, and basic theory and research.

Persuasion: Psychological Insights and Perspectives ...

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In T.C. Brock and M.C. Green (Eds.). Persuasion ...

Current research on persuasion suggests that, indeed, the amount and nature of the think- ing matters greatly. The purpose of this chapter is to describe a theory of persuasion that maintains that not all attitude chwges thiit look the same really are the same. This theory. .

Exploring Two Routes to Persuasion

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This book should have wide appeal not only for advanced undergraduates in psychology but also to a variety of other disciplines, such as marketing, political science, and advertising' - PsycCRITIQUES: Contemporary Psychology , APA Review of Books Persuasion is a powerful force - it can be used to reconfigure millions of minds and hearts.